

Message Text

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PAGE 01 STATE 199540
ORIGIN AGRE-00

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DRAFTED BY AGRIC/FAS/ETSD:LMOE
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AGRIC/FAS/ETSD:WFDobbins
AGRIC/FAS/FMD:JDMINYARD
AGRIC/FAS/AA:VLANIER
AGRIC/FAS/MSD:EBEVIS

-----009621 230337Z /73

R 222006Z AUG 77
FM SECSTATE WASHDC
TO AMCONSUL QUEBEC
AMEMBASSY OTTAWA
AMCONSUL MONTREAL
AMCONSUL TORONTO
AMCONSUL WINNIPEG

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E.O. 11652:N/A

TAGS:EAGR CA

SUBJECT:AGRICULTURAL TRADE SHOW, NEW ORLEANS

1. THE SOUTHERN UNITED STATES TRADE ASSOCIATION (SUSTA), A NON-PROFIT ORGANIZATION OF DEPARTMENTS OF AGRICULTURE IN 15 SOUTHERN STATES, WILL BE HOLDING ITS 3RD INTERNATIONAL FOOD AND AGRICULTURAL SHOW AT NEW ORLEANS, LOUISIANA, FEBRUARY 16-18. THIS IS LARGEST FOOD EXHIBIT IN U.S. DEVOTED EXCLUSIVELY TO FOREIGN MARKET. APPROXIMATELY 100 EXHIBITORS WILL DISPLAY EVERY CONCEIVABLE TYPE OF FRESH, FROZEN, CANNED, AND DEHYDRATED FOOD PRODUCT. THIS WILL INCLUDE MEAT, POULTRY, SEAFOOD, AND ALL TYPES OF GROCERY ITEMS. THERE IS NO REGISTRATION FEE FOR FOREIGN VISITORS. SUSTA WILL GLADLY MAKE
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ARRANGEMENTS FOR GUESTS TO VISIT PROCESSORS AND/OR GROWERS OF ANY PRODUCT OF INTEREST. SUSTA IS PARTIALLY FINANCED BY U.S. DEPT. OF AGRICULTURE.

2. DICK JESSE, ASSISTANT DIRECTOR OF MARKETING, SOUTH CAROLINA DEPT. OF AGRICULTURE WILL BE VISITING CANADA SHORTLY TO PROMOTE THE SUSTA SHOW AND MAKE DIRECT PERSONAL

CONTACT WITH FOOD IMPORTERS. IT WILL BE GREATLY APPRECIATED IF ASSISTANCE CAN BE PROVIDED IN ARRANGING A MEETING BETWEEN JESSE AND THE PRINCIPAL FOOD IMPORTERS IN YOUR AREA. SUGGESTED DATES AND TIMES FOR SUCH MEETINGS ARE AS FOLLOWS: SEPT. 14 - QUEBEC - 1100 HRS; SEPT.15 - MONTREAL

- 1100 HRS; SEPT. 16 - OTTOWA - 1330 HRS; SEPT. 19 - TORONTO - 1100 HRS; SEPT. 21 - WINNEPEG - 1100 HRS.

3. PLEASE ADVISE IF MEETINGS CAN BE ARRANGED WITH LOCAL FOOD TRADE ON SUGGESTED DATES AND TIMES. CHRISTOPHER

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Message Attributes

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